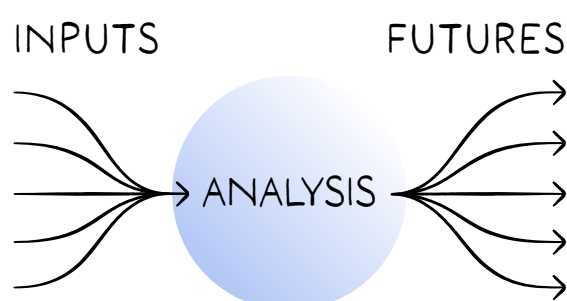


Why every great leader is first a futurist

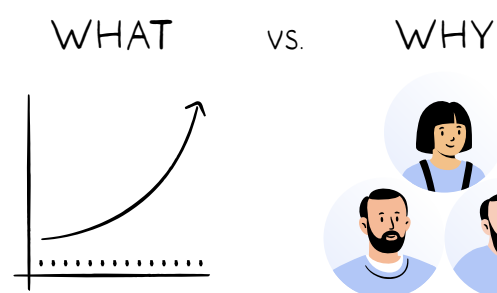
01 BE MULTIFACTORIAL NOT JUST LINEAR

Futurists are evidence based and rely on a broad array of inputs to see a clearer, more holistic picture of the future. Rather than clinging to personal anecdotes or a single statistic, great leaders utilise multiple signals and data sets to triangulate on the destination. Not only are their inputs plural, but so are their forecasts: for them it is not *the future* but *possible futures*.



02 THINK GENERATIONAL NOT JUST STATISTICAL

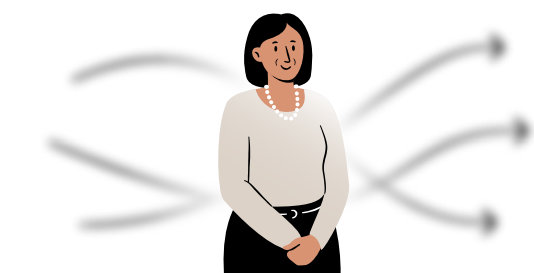
Analysing data sets shows what is happening, but an understanding of people explains why. Better than simply extrapolating trends to predict the future is to understand the behaviours, sentiment and expectations of the emerging generations.



03 BE PRACTICAL NOT JUST THEORETICAL

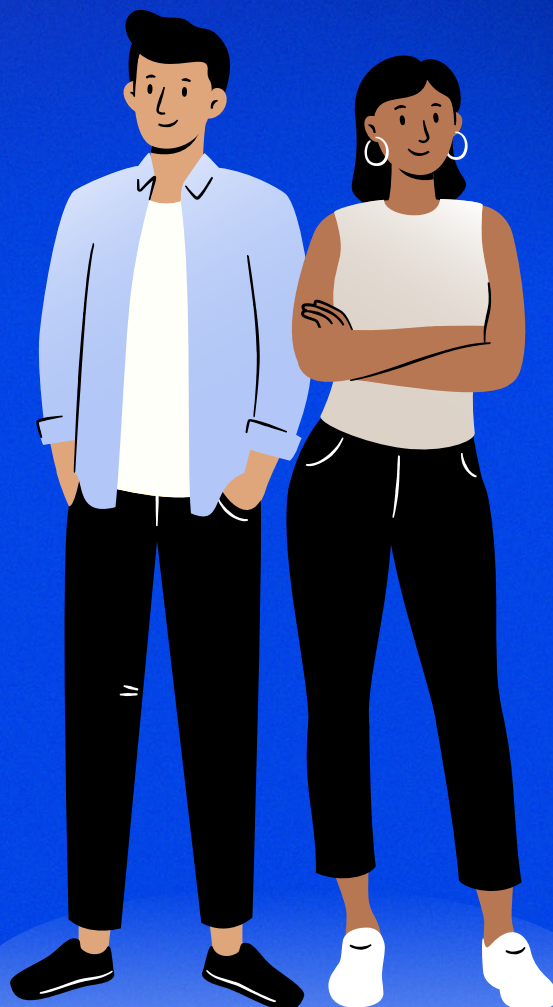
Futurists observe emerging trends, but understand timeless drivers. Their predictions are not simply projected models of the trends, but built on a practical understanding of human behaviour and the intangible, enduring characteristics of people and societies.

PEOPLE INFORMED PREDICTIONS



futurist noun

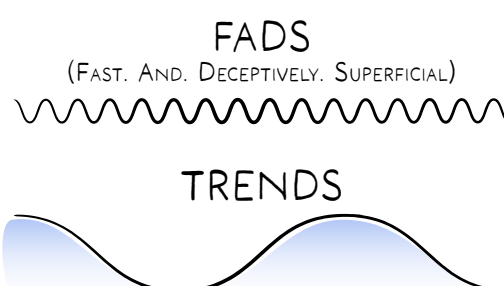
A person who studies the future and makes predictions about it based on current trends.



The first characteristic of a leader is foresight. The reason they can lead is that they see things not just as they are, but as they will be.

04 OBSERVE TIDES NOT JUST WAVES

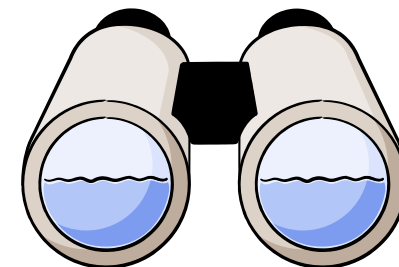
While the waves of fads and innovation gain attention, it is the slow and subtle tides of change which are most transformative. Futurists focus on changes in demographics, social values, and generational transitions which to many are unnoticed yet are ultimately profound.



07 HAVE AN OPTIMISTIC POSTURE BUT A REALISTIC PERSPECTIVE

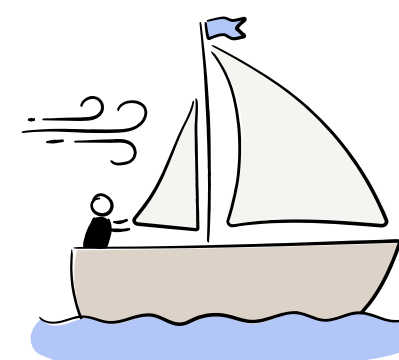
Great futurists accept the realities of their context and are clear-eyed on the challenges, yet have a posture of optimism that inspires others. Even in tough times they are buoyed by an optimistic disposition that they will prevail in the end.

FUTURE HALF-FULL



06 ADJUST THE SAILS DON'T FOCUS ON THE WINDS

The sailing metaphor rings true: we can't change the direction of the wind but we can adjust the set of the sail. While great leaders identify what is creating impacts they focus on their response to that. They take responsibility for what they can control and proactively respond to trends.



05 THINK GLOBAL NOT JUST LOCAL

Changes in one's industry, occupation or locale are usually more immediately observed and more keenly felt however futurists recognise that global trends will transform local contexts. Great leaders scan the horizon as it were, to observe significant change to prepare for what's next.

